



Press Release

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LEAF re-launches Sportlife base assortment: longer-lasting taste and an increased sense of freshness

Sportlife, the largest refreshing gum brand in the Netherlands, has re-launched its total base assortment.

After intense consumer and R&D research, Sportlife succeeded to significantly improve its product line to make it more long-lasting and fresh.

As consumer studies show a growing demand for extremely fresh mint chewing gums, Sportlife introduces Sportlife FROZN. With two variants, Deepmint and Intense mint, Sportlife FROZN offers gum consumers extreme long-lasting freshness.

Sportlife FROZN will be supported by a powerful 360 multimedia and activation campaign.

LEAF is a leading confectionary company with focus on candy, gum and pastilles. LEAF has a leading position in the Nordic countries, the Netherlands, Belgium and Italy. In total, LEAF products are sold in more than 50 countries worldwide. LEAF owns some of the strongest brands on the market, e.g. Läkerol, Jenkki, Malaco, Sportlife, Saila, Red Band, Venco, Sperlari, Mynton and Ahlgrens Bilar, all of them with local heritage. In 2010, LEAF had sales of approximately €525m and 2,400 employees in 12 countries. The company has 11 factories in 7 countries. LEAF is owned by CVC Capital, Nordic Capital and Management. For more information, visit www.leaf.eu